

Appl. No. 09/483,388
Amdt. dated July 26, 2006
Reply to Office Action of April 27, 2006

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claims 1-44. (Canceled)

45. (Currently Amended) A method of providing marketing content to be displayed to a user, comprising:

providing a marketing object container corresponding to at least a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

providing a selection of marketing objects associated for insertion into the marketing object container;

providing a selection of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information; ~~for at least some of the marketing objects inserted in the marketing object container;~~ and

determining, at substantially the time at which the page of information is to be displayed to the user, which of the selection of marketing objects match the selection of marketing attributes; and

generating a display for a user, to display to a user in the portion of the page corresponding to the marketing object container, including a number of marketing objects matching the selection of marketing attributes up to a container capacity of based on the selection of marketing attributes associated with the marketing object container.

46. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes relationship information defining relationships between at least some of the marketing objects.

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47. (Previously Presented) A method according to claim 45, wherein:
determining which of the selection of marketing objects to display to a user
further includes examining a profile of the user.

48. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

49. (Previously Presented) A method according to claim 45, wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

50. (Currently Amended) A method of providing marketing content to be
displayed to a user, comprising:

associating [[a]] at least one marketing object container with at least a portion of a
page to be displayed for a Web site, the marketing object container including a selection of
marketing objects and a selection of marketing attributes and including information identifying a
container capacity and at least one of a location and a size of the corresponding portion;

tracking the behavior of a user of the Web site; and

determining, at substantially the time at which the page is to be displayed to the
user, which of [[the]] a selection of marketing objects associated with the marketing object
container to display to a user based on the selection of marketing attributes and the behavior of
the user; and [[.]]

generating the page to be displayed, after the determining step, the portion
corresponding to the marketing object container including a number of marketing objects up to a
container capacity of the marketing object container.

51. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes style information defining
how the marketing objects are displayed to the user.

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52. (Previously Presented) A method according to claim 50, wherein:
the selection of marketing attributes further includes relationship information
defining relationships between at least some of the marketing objects.

53. (Previously Presented) A method according to claim 50, wherein:
determining which of the selection of marketing objects to display to a user
further includes examining a profile of the user.

54. (Currently Amended) A method of marketing objects to users of a second
party Web site, comprising:

providing a first marketing object container associated with a first party, the first
marketing object container including information identifying a container capacity;

providing a selection of marketing objects associated with the first party for
insertion into the first marketing object container;

providing a selection of marketing attributes to be associated with the first
marketing object container, the marketing attributes including at least one of timing and priority
information; ~~for at least some of the marketing objects inserted in the first marketing object
container; and~~

associating the marketing object container with a portion of a page for a first Web
site for a second party;

determining, at substantially the time at which the page is to be displayed to the
user, which of the selection of marketing objects match the selection of marketing attributes; and

generating the page, after the determining step, to be displayed to the user, the
portion of the page corresponding to the first marketing object container including a number of
marketing objects up to a container capacity of the first marketing object container, , the
selection of marketing attributes associated with the first marketing container determining which
of the selection of marketing objects to be displayed in the first Web site.

55. (Previously Presented) The method of claim 54, further comprising:

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associating a second marketing object container for the first party with a second Web site for a third party, the selection of marketing attributes associated with the second marketing object container determining which of the selection of marketing objects to be displayed in the second Web site.

56. (Previously Presented) The method of claim 55, wherein:
providing a marketing object for insertion in the first marketing object container also automatically associates the marketing object for insertion in the second marketing object container.

57. (Previously Presented) The method of claim 54, wherein:
the second party receives fees from the first party for hosting their marketing presentation.

58. (Currently Amended) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for providing a marketing object container corresponding to at least a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for providing a selection of marketing objects associated for insertion into the marketing object container;

computer code for providing a selection of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information; ~~for at least some of the marketing objects inserted in the marketing object container;~~ and

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computer code for determining, at substantially the time at which the page of information is to be displayed to the user, which of the selection of marketing objects match the selection of marketing attributes; and

computer code for generating a display for a user, to display to a user in the portion of the page corresponding to the marketing object container, including a number of marketing objects matching the selection of marketing attributes up to a container capacity of based on the selection of marketing attributes associated with the marketing object container.

59. (Previously Presented) A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code for associating [[a]] at least one marketing object container with at least a portion of a page to be displayed for a Web site, the marketing object container including a selection of marketing objects and a selection of marketing attributes and including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code for tracking the behavior of a user of the Web site; and

computer code for determining, at substantially the time at which the page is to be displayed to the user, which of [[the]] a selection of marketing objects associated with the marketing object container to display to a user based on the selection of marketing attributes and the behavior of the user; and [[.]]

computer code for generating the page to be displayed, after the determining step, the portion corresponding to the marketing object container including a number of marketing objects up to a container capacity of the marketing object container.